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Buccellati

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Buccellati Holding Italia is an Italian jewelery and watches company formed by the merger of previous companies with existing brands *Mario Buccellati* and *Gianmaria Buccellati*, who corresponded to the names and surname of two master goldsmiths: father and son.

Buccellati, Place Vendôme, Paris.

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History [edit]

In 1919 Mario Buccellati opened his activity and, after the establishment of stores in Milan, Rome, Florence, began the development of overseas business by opening a new store on the Fifth Avenue of New York in 1956 and another in Worth Avenue of Palm Beach, Florida in 1958. In 1965, after the death of Mario, the management was conducted by four of the five sons.[1] In 1971 was launched the new brand *Gianmaria Buccellati* by one of the Mario's sons, who started separated business from others brothers, and in 2011 came to an agreement with his relatives for the brand *Buccellati* then *Buccellati Holding Italia* reshaping the company.[2]

Expansion [edit]

Gianmaria had set up shops in Paris on Place Vendome, London, Moscow, Tokyo, Osaka, Nagoya, Hong Kong, Milan via Monte Napoleone, Emerald Coast, Capri, Elba, Beverly Hills in Rodeo Drive, Aspen and Sydney; Gianmaria has been given several awards for his work as a goldsmith and entrepreneur.[3][4] In 2013, the financial society Clessidra took over the majority of the company's capital to further expand the business through owned shops showing only the label *Buccellati*.[5][6] [7] In February 2014, Buccellati launched a rebranding effort with new bridal collection and 'high-tech' jewels;[8] in April 2014 Buccellati unveils world's most expensive iPhone case.[9]

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Notes [edit]

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2. ^ Il Sole 24Ore
3. ^ Federpreziosi
4. ^ Elle
5. ^ Il Sole 24 ore
6. ^ Il Sole 24 Ore

7. ^ Baker Tilly Revisa
8. ^ Buccellati Launches Rebranding Effort with New Bridal Collection and "High-Tech" Jewels: Forbes
9. ^ Forbes

External links [edit]

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